

Border Creatives for the Count Event and Census Bureau Deputy Director's visit to El Paso, Texas on July 23, 2019

Who: The U.S. Census Bureau's deputy director, Ron Jarmin, joined the Paso del Norte Complete Count Committee, local artists, non-profits, and community activists at the Border Creatives for the Count event in EL Paso, Texas. Other Census Bureau Staff present were the Regional Director Cathy Lacy, Partnership Coordinator Pauline Nunez, Nesreen Khashan, and the El Paso Partnership Team. [This event was made possible thanks to the leadership and support of the Census Open Innovations Lab \(COIL\) staff](#) which includes Mara Abrams (Co-Director of COIL), Lorena Molina-Irizarry (Director of Operations, Victoria Fine and Carla Fernandez.

When: Tuesday, July 23, 4:30 pm to 9:00 pm

Where: OLO Gallery at Creative Kids, 504 W. San Francisco Ave., El Paso, TX 79901

What:

#CreativesForTheCount is a national event series where creative professionals work with organizations leading 2020 Census outreach efforts to generate content, with the ultimate goal of educating the public and increasing response rates among the hardest-to-count communities.

The event helped raise awareness about the census and communicate the importance of a complete and accurate count for the El Paso community. There were 84 pieces of content created in a span of 45 minutes and eight prizes were awarded to artists for their concepts. The winning designs ranged from memes to educational posters, social media graphics and Snapchat filters.

[This Creatives for the Count event was the first of its kind in the twelve-state Denver Region and will serve as a model for future events, especially as it was designed to produce digital content that will help engage hard-to-count populations that are Spanish speaking and predominantly Hispanic.](#)

Why:

The census officially begins on April 1, 2020 and is the largest peacetime deployment of civil servants across the country and for the first time, people will have the option to respond online. Responding to the census determines political

representation in Congress, determines allocation of federal funding to local communities and provides data for redrawing of school and legislative districts.

The creation of digital content will serve to dispel fear and misinformation, and to promote the visibility of the 2020 census amongst hard-to-count communities since the message will come from trusted community leaders.

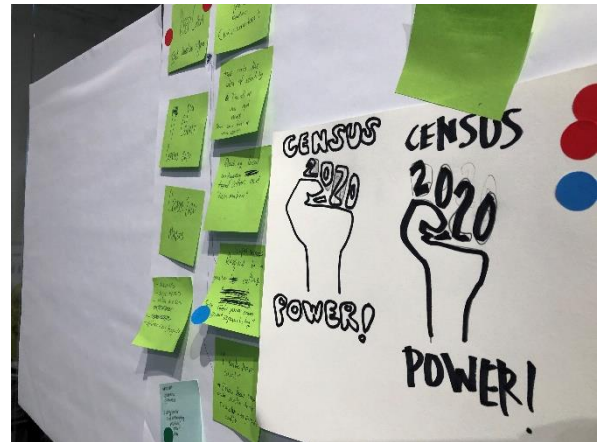
What's Next:

Artists who participated in the Creatives for the Count event are suggesting to host additional create-a-thons locally. The Paso del Norte Complete Count Committee and other partner organizations will adopt the content created and use it to promote awareness of the census leading up to 2020.

The Complete Count Committee and the Partnership Team will be connecting with artists as they expressed interest in becoming creative ambassadors for local organizations doing census outreach.

Mara Abrams, Founder and Co-director of the Census Open Innovation Labs, will be proposing local and national creative sprints to keep the momentum going and engage the artists who participated in the Creatives for the Count event in El Paso. This will also create competition amongst cities who have already hosted other Creatives for the Count events







WITH GREAT COMMUNITIES COME GREAT RESPONSIBILITIES



Hay tacos al fin del censo!



No... pero hay escuelas,
carreteras, hospitales, y mas!

Other relevant meeting's during Dr. Jarmin's visit to El Paso:

- **Visit with Local Elected Officials and Complete Count Committee Leadership**

Where: Stanton House Hotel 209 N. Stanton (Taft Diaz Restaurant)

Prior to attending the luncheon at Taft Diaz Restaurant Dr. Jarmin and Cathy Lacy were driven around and toured HTC areas along the El Paso border and Downtown El Paso (Segundo Barrio). Dr. Jarmin then attended the lunch meeting where Paso Del Norte Complete Count Committee Co-chairs (City Rep. Claudia Ordaz, David Herrera from Education Services Center Region 19, and Liz O'Hara from Texas Gas Service) and local leadership were in attendance. Meeting included Texas State Senator Jose Rodriguez, El Paso County Judge Ricardo Samaniego, County Commissioner David Stout, and El Paso Mayor Dee Margo.

Lunch discussion and topics ranged from the political environment along the border, counting of immigrant detention centers, hard-to-count areas, rural municipalities efforts, and the Army Base-Ft. Bliss count.

- **Conversation with Border Network for Human Rights Council**

Where: Border Network for Human Rights 2115 N. Piedras, El Paso TX 79930

After the lunch meeting Dr. Jarmin then met with Border Network for Human Rights leadership and staff and was briefed on local efforts and challenges.

The Border Network is a recipient of a \$75,000 grant to conduct census outreach and awareness in the El Paso County area.

Discussion centered on assurance of the privacy and confidentiality of the information gathered as well as information sharing and who would have access to the data gathered. Border Network staff wanted Dr. Jarmin to get a feel for the 'reality of the border' and stressed how they could assist and complement 2020 Census efforts to be more successful in the region.

- **Meeting with local El Paso families**

Where: Tays Housing Complex 100 N. Eucalyptus, El Paso TX 79901

Dr. Jarmin then met with families who had requested to meet with him and discuss the 2020 Census at the Housing Authority of the City of El Paso Tays Housing complex located at 100 N. Eucalyptus, El Paso TX 79901. Discussion ranged from assurance and safeguarding of information gathered and who would have access to the information to addressing the fears of responding to the Census. Dr. Jarmin assured them that the information gathered would not be shared with any law enforcement agencies and that the citizenship question would not be part of the survey.

Local media Coverage of the Creatives for the Count event:

<https://www.telemundo48elpaso.com/noticias/destacados/Artistas-locales-recalcan-la-importancia-del-censo-TLMD---El-Paso-513200732.html>

Video interviews:

Dr. Ron Jarmin, Deputy Director of the U.S. Census Bureau:

<https://www.youtube.com/watch?v=Kxc38i-uMyw>

Tino Ortega, Local Artist: <https://www.youtube.com/watch?v=3SNMCec7cWs>

Mara Abrams, COIL: <https://www.youtube.com/watch?v=GWvHYKtfzAk>

Creatives for the Count winners/participants:

<https://www.youtube.com/watch?v=6zKuVZ29yCM>